OVERVIEW

TARGET AGE GROUP: 3-5

PHOEBE & JAY is a new animated series for children ages 3-5 that is designed to support early literacy skills for preschoolers. The series showcases the various kinds of texts kids see in their everyday lives – from signs and posters to labels and movie tickets, helping them understand, navigate and participate in the world around them.

The series follows the adventures of 6-year-old fraternal twins Phoebe and Jay Yarber, who live with their family in the fantastical Tobsy Towers. Whether using a flyer to help a neighbor find a lost pet, reading clothing labels to find the right size shirt, or using a chore chart to tidy up before a surprise guest arrives, Phoebe and Jay model for young viewers how they, too, can develop important life skills and engage with others in their family and community.

CURRICULUM

At the heart of **PHOEBE & JAY** is a curriculum highlighting the importance of developing preschoolers' functional "everyday" literacy skills, empowering them to use and create a variety of functional texts in the world around them to tackle challenges and accomplish tasks in their daily lives. Texts might be written, visual, auditory or haptic and may include lists, labels, signs, sounds and vibrations, instructions, menus, icons and symbols, and tactile text like braille. The series also supports the development of foundational executive function skills like focused attention, impulse control, flexible thinking, working memory and task persistence that help the characters read and find meaning in the texts they encounter.

SAMPLE STORIES

"Paper Rocketship" - When a rainstorm washes out Phoebe and Jay's plans for the day, they decide to set a new record for longest paper airplane flight in Tobsy Towers history!

"Listen and Learn" - When Phoebe and Jay make a new friend, Piper, who is visually impaired, the friends develop a sound-based game so everyone can play together.

"The Barbershop" - After their hair clippers jam up, the Yarbers visit a new barber, but Jay is nervous about the haircut. Fortunately, Jay understands the haircut menu and the clipper guard numbers, which empowers him to saddle up for an epic haircut.

"Talent Show" - Phoebe and Jay use the sign-up sheet for the Tobsy Towers Talent Show to help Phoebe muster her strength and conquer her nerves before the big performance!

"Tobsy Speaks" - When Phoebe and Jay discover old boxes belonging to Tobsy that contain dozens of reel-to-reel recordings, they sort through them in an effort to hear him speak and learn about his inventions.

"Blackout" - When the electricity goes out in the Tobsy Towers, the Yarbers venture to the community fridge...to eat the ice cream before it melts! But, with the whole building in the dark, they'll have to keep an eye on their battery icons while helping other neighbors stuck in the dark!

"Bird-Sitting" - When Phoebe and Jay are given the big responsibility of bird-sitting Houdini, they have to follow Miss Jean's very specific instructions to put him to bed – before he gets the bedtime wiggles!

WATCH AND PLAY ANYTIME

PHOEBE & JAY will premiere along with digital content for kids, caregivers, and educators – available in English and Spanish. Digital content includes:

- A series website with video clips
- 5 games on the PBS KIDS Games app and **pbskids.org**
- Streaming on the PBS KIDS Video app and **pbskids.org**
- PBS KIDS for Parents website activities & printables
- Educator resources on PBS LearningMedia

PRODUCTION HIGHLIGHTS

PHOEBE & JAY is created and Executive Produced by Genie Deez and Thy Than and is produced by Phoebe & Jay Productions and Mainframe Studios. Tanya Green is Supervising Producer. Thy Than is Supervising Director. Mike Alcock and Mark Sinclair are Series Directors. Aydrea Walden is Head Writer. Executive Producers for Mainframe are Michael Hefferon and Kim Dent Wilder. Additional Executive Producers are Wendy Moss Klein and Nancy Steingard. Curious Media is creating and producing the series games.

Series Advisors include Lead Curriculum advisor Dr. Kelly Cartwright PhD, Dr. Geraldine Oades-Sese PhD, Timothy Ojetunde MEd, Dr. Cathy Tran PhD and Dr. Wendy Sapp PhD.

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